

# CURRICULUM OVERVIEW

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## Small Business Entrepreneurship

Career and Technical Education Series



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## Small Business Entrepreneurship Course Overview

This semester-long course is designed to provide the skills needed to effectively organize, develop, create, and manage your own business, while exposing you to the challenges, problems, and issues faced by entrepreneurs. Throughout this course, you will be given the chance to see what kinds of opportunities exist for small business entrepreneurs and become aware of the necessary skills for running a business. You will become familiar with the traits and characteristics that are found in successful entrepreneurs, and you will see how research, planning, operations, and regulations can affect small businesses. You will learn how to develop plans for having effective business management and marketing strategies.

Small Business Entrepreneurship will teach you basic principles of entrepreneurship and business ethics. You'll look at the major steps relevant to starting a new business. These steps include financing, marketing, and managing. Knowing how to analyze a business plan will help you develop one, while at the same time making it easier for you to understand the reasons businesses have to write one. Small Business Entrepreneurship is designed to give you an overview on running a business from start to finish.

### Objectives

- Understand the basic aspects of entrepreneurship.
- Recognize the legal environment of a small business.
- Describe basic economic principles.
- Understand scarcity and forecasting.
- Identify different kinds of costs.
- Explain the principles of financing.
- Identify kinds of financial records.
- Know the sources of financing.
- Explain target markets.
- Analyze market research and competition.
- Describe marketing mix.
- Recognize the roles of management.
- Construct a business plan.

Students must be computer literate and have Internet access. Students should have basic research skills, as well as the ability to conduct online searches and access recommended websites. Word processing and presentation software may be required to produce projects.

Unit 1: Overview of Small Business Entrepreneurship				
Assignments				
Small Business Entrepreneurship	1.	Course Overview	15.	Project: Business Risks
	2.	What Is Entrepreneurship?	16.	Sources of Assistance
	3.	Entrepreneurial Traits	17.	Roles of Government
	4.	Project: Characteristics of Successful Entrepreneurs	18.	Quiz 2: Legal Environment of a Small Business
	5.	Education, Aptitudes, and Skills	19.	Alternate Quiz 2 - Form A: Legal Environment of a Small Business*
	6.	Goals	20.	Alternate Quiz 2 - Form B: Legal Environment of a Small Business*
	7.	Personal Interests	21.	Unit Project: Business Ventures - Part 1
	8.	Quiz 1: Basic Aspects of Entrepreneurship	22.	Special Project*
	9.	Alternate Quiz 1 - Form A: Basic Aspects of Entrepreneurship*	23.	Review
	10.	Alternate Quiz 1 - Form B: Basic Aspects of Entrepreneurship*	24.	Test
	11.	Ethics	25.	Alternate Test - Form A*
	12.	Project: Ethics	26.	Alternate Test - Form B*
	13.	Legal Forms of Business Ownership	27.	Glossary and Credits
	14.	Business Risks		

Unit 2: Economics		
Small Business Entrepreneurship	Assignments	
	1. What Is the Role and Importance of Small Business Entrepreneurship in the Economy?	16. Alternate Quiz 2 - Form B: Scarcity and Forecasting*
	2. Project: How Entrepreneurs Improve the Economy	17. Fixed and Variable Costs
	3. Supply and Demand	18. Opportunity Costs
	4. Pricing and Production	19. Project: Opportunity Costs
	5. Project: Supply and Demand Graph	20. Profit Motive
	6. Equilibrium	21. Quiz 3: Costs
	7. Project: Equilibrium Graph	22. Alternate Quiz 3 - Form A: Costs*
	8. Quiz 1: Basic Economic Principles	23. Alternate Quiz 3 - Form B: Costs*
	9. Alternate Quiz 1 - Form A: Basic Economic Principles*	24. Unit Project: Business Ventures - Part 2
	10. Alternate Quiz 1 - Form B: Basic Economic Principles*	25. Special Project*
	11. Scarcity	26. Review
	12. Economic Measurement	27. Test
	13. Project: Economic Forecast	28. Alternate Test - Form A*
	14. Quiz 2: Scarcity and Forecasting	29. Alternate Test - Form B*
	15. Alternate Quiz 2 - Form A: Scarcity and Forecasting*	30. Glossary and Credits

  

Unit 3: Financing		
Small Business Entrepreneurship	Assignments	
	1. Start-Up Costs	16. Alternate Quiz 2 - Form B: Financial Records*
	2. Costs of Goods Sold	17. Sources of Financing
	3. Operating Expenses	18. Assess Collateral
	4. Gross Income, Net Income, and Break-Even Point	19. Project: Financing Sources
	5. Quiz 1: Principles of Financing	20. Interest Rate and Monthly Payments
	6. Alternate Quiz 1 - Form A: Principles of Financing*	21. Quiz 3: Sources of Financing
	7. Alternate Quiz 1 - Form B: Principles of Financing*	22. Alternate Quiz 3 - Form A: Sources of Financing*
	8. Income Statement	23. Alternate Quiz 3 - Form B: Sources of Financing*
	9. Project: Income Statement	24. Unit Project: Business Ventures - Part 3
	10. Balance Sheet	25. Special Project*
	11. Project: Balance Sheet	26. Review
	12. Profitability and Projecting Cash Flow	27. Test
	13. Project: Financial Records	28. Alternate Test - Form A*
	14. Quiz 2: Financial Records	29. Alternate Test - Form B*
	15. Alternate Quiz 2 - Form A: Financial Records*	30. Glossary and Credits

Unit 4: Marketing		
Small Business Entrepreneurship	Assignments	
	1. Analyze a Market's Customers	15. Marketing Terminology
	2. Target Market	16. Marketing Functions
	3. Project: Target Market	17. 4P's and 7P's
	4. Quiz 1: Target Markets	18. Project: Marketing Mix
	5. Alternate Quiz 1 - Form A: Target Markets*	19. Project: Promotion
	6. Alternate Quiz 1 - Form B: Target Markets*	20. Marketing Plan
	7. Steps of Market Research	21. Quiz 3: Marketing Mix
	8. Uses for Market Research	22. Alternate Quiz 3 - Form A: Marketing Mix*
	9. Project: Current Event - Market Research	23. Alternate Quiz 3 - Form B: Marketing Mix*
	10. Project: Assessing Competitors' Strengths and Weaknesses	24. Unit Project: Business Ventures - Part 4
	11. Industry Characteristics	25. Special Project*
	12. Quiz 2: Market Research and Competition	26. Review
	13. Alternate Quiz 2 - Form A: Market Research and Competition*	27. Test
	14. Alternate Quiz 2 - Form B: Market Research and Competition*	28. Alternate Test - Form A*
		29. Alternate Test - Form B*
		30. Glossary and Credits
Unit 5: Management and Business Plans		
Small Business Entrepreneurship	Assignments	
	1. Functions of Management	14. Project: Analyze a Business Plan - Part 3
	2. Project: Leadership Styles	15. Project: Analyze a Business Plan - Part 4
	3. Organization Structure	16. Quiz 2: Business Plan
	4. Project: Organizational Chart	17. Alternate Quiz 2 - Form A: Business Plan*
	5. Regulations to Protect Employees	18. Alternate Quiz 2 - Form B: Business Plan*
	6. Quiz 1: Management	19. Unit Project: Business Ventures - Part 5
	7. Alternate Quiz 1 - Form A: Management*	20. Special Project*
	8. Alternate Quiz 1 - Form B: Management*	21. Review
	9. Business Plan	22. Test
	10. Project: Business Plan	23. Alternate Test - Form A*
	11. Project: Business Plan Sources	24. Alternate Test - Form B*
	12. Project: Analyze a Business Plan - Part 1	25. Glossary and Credits
	13. Project: Analyze a Business Plan - Part 2	
Unit 6: Course Review, and Exam		
	Assignments	
	1. Review	3. Alternate Exam - Form A*
	2. Exam	4. Alternate Exam - Form B*

(\*) Indicates alternative assignment